

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *return on asset*, *debt to equity ratio*, *net profit margin*, dan *earning per share* terhadap harga saham pada perusahaan sektor industri telekomunikasi

Jenis dalam penelitian ini adalah penelitian kuantitatif. Sampel dalam penelitian ini didapatkan dengan menggunakan metode *purposive sampling* yaitu metode pemilihan sampel dengan kriteria-kriteria yang telah ditentukan. Berdasarkan metode *purposive sampling* tersebut terpilih 4 perusahaan sampel industri telekomunikasi yang terdaftar di Bursa Efek Indonesia selama periode tahun 2013-2017 dengan total sampel sebanyak 20 laporan keuangan perusahaan. Sampel yang digunakan merupakan laporan-laporan keuangan perusahaan sampel yang telah diaudit dan dipublikasikan oleh Bursa Efek Indonesia. Metode analisis yang digunakan adalah analisis regresi linier berganda dengan menggunakan program SPSS versi 20.

Hasil dalam penelitian ini menunjukkan bahwa *return on asset* berpengaruh positif terhadap harga saham, *debt to equity ratio* berpengaruh positif terhadap harga saham, *net profit margin* berpengaruh positif terhadap harga saham, dan *earnings per share* juga berpengaruh positif terhadap harga saham

Kata Kunci: *Return On Asset, Debt to Equity Ratio, Net Profit Margin, Earning per share, Harga Saham*



ABSTRACT

This research aimed to examine the effect of Return On Asset, Debt to Equity Ratio, Net Profit Margin, and Earning Per Share on the shares price of telecommunication industry companies. The research was quantitative. While, for the data collection technique it used purposive sampling, in which the sample was based on criteria given. In line with, there were 4 samples of telecommunication industry companies which were listed on Indonesia Stock Exchange 2013-2017. Meanwhile, the data were taken from its company financial statement, which there were 20 reports. Moreover those reports had been audited and published by Indonesia Stock Exchange. Furthermore, the data analysis technique used multiple linear regression with SPSS20. The research result concluded Return On Asset had positive effect on the shares price. Likewise, Debt to Equity ratio had positive effect on the shares price. In addition, Net Profit Margin as well as Earning Per Share had also positive effect on the shares price.

Keywords: return on asset, debt to equity ratio, net profit margin, earning per share, shares price

